



**COMMUNITY APPEARANCE BOARD  
CITY COMMISSION CONFERENCE ROOM – 8<sup>TH</sup> FLOOR CITY HALL  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
WEDNESDAY, DECEMBER 9, 2009 – 5:30 P.M.**

<u>BOARD MEMBERS</u>	<u>ATTENDANCE</u>	<u>CUMULATIVE</u>	
		<u>1/09-12/09</u>	
		<u>Present</u>	<u>Absent</u>
Greg Stuart, Chair (arr. 6:05; 6:55-6:59)	P	8	2
Marilyn Mammano, Vice-Chair	P	9	1
Ayisha Gordon (arr. 5:35)	P	8	2
Franci Bindler	P	10	0
Ryan Paton	A	8	2
Randall Vitale	P	7	3
Shelley Walker	P	8	1
Rick Murphy	P	8	1
Barbara A. Van Voast	P	8	0
Kenneth Green	A	4	1
Larry Nielsen	P	3	2
Patrick Maloy (arr. 5:47)	P	4	1
Bruce Johnson	A	1	3
Victor Yue	A	2	1
J. P. Ottino	A	0	2
Sheila Franklin	P	2	0

As of this date, there were 16 appointed members to the Board, which means 9 would constitute a quorum.

**Staff**

Linda Gee, Staff Liaison, Public Works Department  
Monique Damiano, Public Information Specialist  
Jennifer Picinich, Recording Secretary, Prototype, Inc.

**Communication to City Commission**

**Motion made by Ms. Bindler, seconded by Ms. Walker, for the Community Appearance Board to form two subcommittees for their Annual Event: a Speaker and Program Subcommittee and a Venue Subcommittee. In a voice vote, the motion carried unanimously.**

- **Roll Call**

The meeting was called to order at 5:33 p.m. by Vice-Chair Mammano. Roll was called and it was determined a quorum was not present.

Ms. Gee informed the Board that Jason Johnson had resigned and Pearl Maloney was no longer on the Board due to absences. This brought the total number of members to 16.

- **Welcome new members and introductions**

Vice-Chair Mammano stated there were no new members. She announced it was her last "official" meeting and stated for the record, that she "volunteered to stay on until her Commissioner makes a new appointment."

- **Approval of minutes from November 10, 2009 meeting**

Approval of the minutes was deferred until a quorum was present.

#### **Secretary/Treasurer's Report**

- **November account update**

Mr. Murphy stated there had been no income or expenses in the last 30 days. The balance remained at \$3983.28.

#### **Chairperson's Report**

Vice-Chair Mammano deferred the Chairperson's Report until Chair Stuart's arrival.

#### **Liaison's Report**

- **Notebook updates**

Ms. Gee stated she did not have any Notebook updates.

- **CAB e-mail status**

Ms. Gee announced that the CAB e-mail address was now working. Ms. Damiano added that the online WOW form on the website now includes a phone number and the CAB e-mail address. Inquiries that are received would be forwarded to Mr. Murphy for response. She stated there are three people on staff who monitor the CAB e-mail address.

Ms. Gee informed the Board that the cards for the WOW program were finished and had "gone to print." She explained that the cards could be passed out at homeowners meetings to provide information about the WOW awards. The cards could also be placed in the City racks.

- **CAB subcommittees and Sunshine Law**

Ms. Gee explained that City Commission approval was required for subcommittees to be formed for the CAB Annual Event. When the Board decides what subcommittees are wanted and their purpose, the request would be brought forward to the City Commission for their approval. She suggested that the Board take a vote, once they have a quorum, to have the request included in the Communications to the City Commission.

Ms. Damiano explained that subcommittees would only be needed if a group would bring items before the Board for a vote. In that case, the subcommittee would also need to "notice their meetings" and take minutes. She added that if a group has information to present to the Board that does not require a decision to be made or a vote to be taken, then a subcommittee would not be needed; rather a fact-finding committee could be formed.

Ms. Mammano referred the members to the minutes from the last meeting and stated that the three "committees" the Board decided to form were:

1. venue
2. awards and applications
3. speakers and program

Ms. Gee stated that the venue committee would need to be a subcommittee since the Board would be taking a vote on the venue.

Mr. Nielsen inquired if everything could be under the title of "event" and be a subcommittee. Ms. Gee responded that the event was split up so as not to overburden any one person.

Mr. Maloy arrived at 5:47 p.m.; thereby making a quorum.

The members discussed the breakdown of committees for the Annual Event. Ms. Damiano stated that their request for subcommittees would need to be put on the "Commission agenda" and brought before the City Commission

**Motion** made by Ms. Bindler, seconded by Ms. Walker, for the Community Appearance Board to form two subcommittees for their Annual Event: a Speaker and Program Subcommittee and a Venue Subcommittee. In a voice vote, the **motion** carried unanimously.

- **Approval of minutes from November 10, 2009 meeting**  
[taken out of order on the agenda]

Correction to the minutes:

Change spelling from "Laughing Matterz" to "Laffing Matterz"

Chair Stuart arrived at 5:55 p.m.

**Motion** made by Ms. Walker, seconded by Mr. Vitale, to approve the minutes of the November 10, 2009 meeting. In a voice vote, the **motion** carried unanimously.

At 5:59 Vice-Chair Mammano turned the gavel over to Chair Stuart. He announced that he did not have a Chairperson's Report.

### **WOW Awards**

- **Complete WOW Award Board member rotation schedule**

The members discussed the rotation schedule for 2010 and confirmed the following assignments:

January – Ms. Walker and Mr. Paton  
February - Mr. Nielsen and Chair Stuart  
March – Ms. Franklin and Mr. Maloy  
April – Ms. Bindler and Ms. Mammano  
May – Ms. Walker and Mr. Murphy

- **January WOW Winner due December 9, 2009**

Ms. Walker presented her nomination for the January 2010 WOW Award.

**Motion** made by Mr. Nielson, seconded by Mr. Maloy, to approve the nomination for the January 2010 WOW Award. In a voice vote, the **motion** carried unanimously.

### **Annual Event**

- **Review event checklist & assign tasks**

Ms. Walker stated the Pelican Grand was not large enough for the event as it accommodates only 70 people, and she was waiting to hear back from the Sheraton Yankee Trader. Chair Stuart explained that Peter Henn is the owner of

the hotels she is checking into and she can contact him to get an answer on availability.

Chair Stuart inquired if a date had been agreed upon for the event. Ms. Mammano responded the date would be May 6 or May 13, depending on the venue.

Ms. Gee noted that until the Board collects money from sponsors, they would not be able to put a deposit on a venue, unless the venue does not require a deposit. The City operating funds could not be used toward a deposit.

Mr. Nielson inquired if there was a City venue available that would not require a deposit, such as the Beach Community Center. Chair Stuart responded that if a venue were available through Mr. Henn, he would probably not require a deposit "at this point in time."

Ms. Van Voast arrived at 6:05 p.m.

Chair Stuart inquired if the liaison could check into available City facilities. There was discussion regarding facilities that could be considered as a venue for the Annual Event. Ms. Gee listed the City facilities she would check into regarding availability:

- Beach Community Center
- Holiday Park
- Swimming Hall of Fame
- City Hall

Ms. Walker inquired if the deposit varied based on whether there would be a dinner or not. Last year there were beverages and hors d'oeuvres passed.

Chair Stuart clarified that alcohol could be served at a non-City facility but not at a City facility.

Ms. Damiano explained that if the vendor knows there is a P.O. [Purchase Order] it secures payment. When the contract is set-up there is a P.O. number. The P.O. number could not be assigned until the funds are in the account. The funds have to be transferred "so there is a time element." She added that many of the hotels have worked with the City before and are familiar with the process.

Chair Stuart inquired about the availability of last year's event budget. Ms. Damiano stated the information was e-mailed to the members following the last meeting as requested.

Chair Stuart stated the Board would review the budget and the available venues at their next meeting in January. He inquired how much was spent on catering services for the last event. Mr. Murphy responded \$2,183; and Ms. Damiano stated "plus the fountain which was extra." Mr. Murphy added that the largest expense had been the plaques for \$2,643.

Chair Stuart stated the "fundraising will be easy" if a City facility is chosen. If Mr. Henn is not able to host the event "gratis," Chair Stuart's suggestion was to choose a City facility. He added that it is a "tough budget year for everybody and the private side is hurting just as much as government."

Ms. Gee explained that the operating budget cannot be used for the venue; but it can be used for invitations and programs. Ms. Damiano added that the total expenditure last year amounted to approximately \$9,000.

Ms. Walker stated she would contact ArtServe as another possible alternative venue.

Regarding awards, Ms. Mammano stated she and Mr. Paton had spoken to [inaudible] regarding award applications. Ms. Damiano had made suggestions, which Ms. Mammano asked her to explain to the Board.

Ms. Damiano stated that in the past there was an application mailed with costs of \$530 for printing and \$250 for the mail-out of 1,500 by the vendor. Only 32 applications were received last year and 95% of them were printed from the website. She added that applicants had learned about the event through other communications such as word of mouth or by calling the City – not necessarily from the mail-out. In addition, more than half of the applications had been returned.

Ms. Damiano stated the best way to utilize funds would be to consider using paid advertising instead of using funds toward printing. Hard copies would still be available on the web as a download, or an application could be mailed upon request. She said they would reach a broader audience by advertising. She added that it is hard to reach homeowners through a newsletter and direct mail is expensive.

Ms. Damiano recommended a newspaper ad in the "Sunday local Broward" or the Fort Lauderdale local section. She showed the Board a sample ad that had been purchased for \$3,000 and added that they could do a smaller ad for less money. She said she could research pricing for placing an ad as an alternative. Another alternative would be to get on the agenda of some of their Association meetings and try to give out applications. Last year Mr. Paton took a suggestion and set-up a booth at a Commission meeting to give out applications. She

encouraged the members to consider their "return on investment" when deciding whether to do a mail-out or use advertising instead.

Ms. Walker stated that the Homeowner Associations might run an ad "gratis" in their newspapers. Ms. Mammano stated she brings the applications to the first "council" meeting in January for the homeowner associations. She added she would refer them to the web, but would like to also have hard copies available.

Mr. Nielsen stated the neighborhood weekly newspapers are another opportunity for advertising. Ms. Damiano stated the advertising is much less expensive and she listed *The Eastside* and *The Hi-Riser*. Realtor groups may also have a publication they would be willing to run a camera-ready ad in. She stated, "the key thing is time because typically the application would be done by now." She has not set an application deadline yet because she does not have a date for the event. She reiterated that "first and foremost" are the decisions on how to handle the applications and how to promote the event.

Ms. Gordon expressed they should not "cut out mailing altogether." Ms. Damiano suggested that if a mailing is desired, information should only go to those who typically submit applications.

**Motion** by Ms. Mammano, seconded by Ms. Bindler to no longer send applications to CO's [Certificate of Occupancy] or TCO's [Temporary Certificate of Occupancy] and pursue alternatives. In a voice vote, the **motion** carried unanimously.

**Motion** made by Ms. Mammano, seconded by Mr. Nielson, to ask the liaison to prepare a camera-ready ad [for the event] so [the Board] can investigate putting it into the local newspapers with a digital version for inclusion in websites. In a voice vote, the **motion** carried unanimously.

Ms. Damiano said she would need additional information before creating an ad. She could research pricing for ad sizes and the Board could make a determination or set a budget for how much to spend and she could research based on an amount. It would be different for different publications. Once she has the information, they could create the ad.

The Board discussed spending \$800 for the ad, which is the same approximate amount spent last year on the application mailing. Ms. Damiano stated she would research ads based on that amount.

She stated the event is also promoted in the "civic packet" which goes to every Homeowner president.

Chair Stuart stated that if the ad was simple and straightforward "with the date left blank," the ad could be used year after year so that the Board would not be "tackling this issue over and over again."

Ms. Damiano added that the ad is typically an announcement stating "applications are now available." Ms. Mammano suggested using a graphic to "catch the eye."

Ms. Walker inquired when they would be voting on the dates. Ms. Gee said "hopefully by the next meeting" when it is known what facilities are available.

Ms. Mammano stated the problem last year being that not a lot of applications were submitted. She added there are 26 categories and 26 potential awards. Last year they gave out 17 awards. There were whole categories that did not have an applicant and she did not see that changing. She suggested giving out five "special awards of distinction" which could be nominated by the Board. This would be an option if there were not enough applications received by April. Ms. Gee reminded the members that the plaques given were \$200 each.

**Motion** made by Mr. Nielsen, seconded by Ms. Mammano, to extend the period of eligibility for a project from its current one-year period to a two-year period backdated from the planned event. In a voice vote, the **motion** carried unanimously.

**Motion** made by Ms. Mammano for the Board to have the option of giving up to five additional "awards of distinction" at their discretion for the upcoming event. In a voice vote, the **motion** carried unanimously.

Ms. Mammano gave an example of a shopping center from her community that had been redone two years ago. She thought it should have been nominated. She stated the Board needed more nominations to "fill up the program."

Mr. Maloy stated there has been a lot of focus among vendors for consumer validation. He added that if the Board knew they were entering a cycle where the applications would be low, they could look at the market to see "what people are spending on." Right now they are focused on low budget projects and a reuse or recycle theme. In addition, he stated there was a lot of commercial money going into LEED [Leadership in Energy or Environmental Design] projects or similar efficiency, green and sustainability projects where there are a lot of tax incentives.

Ms. Bindler added that the additional five awards do not have to be given the bronze plaques.



Mr. Vitale stated that if an application was not submitted in time, as opposed to being "pooled out," the Board could go to the applicant and explain the Board's desire to nominate them for the award and seek their acceptance of the award. Ms. Gordon added that someone would have to fill out the application.

Ms. Mammano expressed that the additional "awards of distinction" should be kept "open-ended."

Mr. Nielson inquired how this would be distinct from other awards. It was his understanding that an application would not be required, as the Board would select and require only the applicant's approval.

Ms. Damiano inquired who would manage the applications.

Mr. Vitale thought it seemed redundant for the applicant to print and fill out a form and for the Board to then have to input the information into another spreadsheet. Ms. Damiano explained that the spreadsheet in Excel is used to make distribution lists for labels and mailing lists that can be sorted.

Ms. Damiano pointed out the following regarding the timeline for preparing for the event:

- Tour should be scheduled for April
- Applications would go out in January
- Applications would be received in January, February and early March
- Applications must be sorted by March
- Allow four weeks for budget transfers

She requested the Board let her know "who is going to do what." She offered to meet with members one-on-one to help them through the process, and she needed to know who the contact people were going to be.

Chair Stuart asked Ms. Gordon if she would like to be on the subcommittee for fundraising and she responded affirmatively.

Ms. Damiano advised the Board about the tour, explaining the members are not allowed to vote while on the tour. The tour would be a fact-finding mission followed by a meeting where members could vote out loud, by a show of hands, or on paper and identify themselves on the paper, due to the Sunshine Law. Any notes taken on the tour would be collected by.

Chair Stuart stated the subcommittees had been decided on. The Board would look at last year's budget in January once the venue is selected. Regarding the timeline, Ms. Damiano agreed to set the timeline from the earliest proposed event date, which is May 6, and work backwards.

The Board members volunteered for the following :

- Sponsorships - Chair Stuart, Mr. Maloy, Ms. Gordon
- Applications - Mr. Nielsen
- Monitor application phone line – Mr. Murphy
- Insure property owners signed applications – Mr. Murphy
- Maintain spreadsheet of returned/received applications – to be determined
- Print labels – City Staff
- Stuffing and delivery of invitations – Ms. Bindler and Ms. Franklin
- Venue – Ms. Walker
- Ticket sales – to be determined
- Tour – Ms. Mammano
- Press release – Ms. Mammano
- Event signage – Ms. Mammano

Chair Stuart turned the gavel over to Ms. Mammano and he exited the room at 6:55 p.m.

Ms. Mammano stated the tour is usually the third week in March. The Board decided on March 27 as the projected tour date. The time would be determined when they knew how many locations would be on the tour.

Ms. Damiano stated that whoever works on the program for the event would need to provide the speaker, the order and keynote speaker information. Ms. Walker suggested Clay Shaw, to which Ms. Mammano expressed, "It would be great if he came to talk about the Centennial [Celebration]."

At 6:59 p.m. Chair Stuart returned and took over the gavel.

The members thanked Mr. Vitale for his participation on the Board.

### **Communication to City Commission**

The following motion was passed earlier in the meeting during discussion of the Annual Event:

**Motion** made by Ms. Bindler, seconded by Ms. Walker, for the Community Appearance Board to form two subcommittees for their Annual Event: a Speaker and Program Subcommittee and a Venue Subcommittee. In a voice vote, the **motion** carried unanimously.

### **Adjournment**

Community Appearance Board  
December 9, 2009  
Page 11

There being no further business to come before the Board at this time, the meeting was adjourned at 7:01 p.m.

[Minutes prepared by J. Picinich, Prototype, Inc.]